

The Star of 'THREE MEN ON A HORSE' In Another Comedy Riot

"Crammed Full
Of Laughs!"

—M. P. Daily



... When this man-
hunting mama said,
"Do you love my
daughter?"

"he couldn't say NO"



When this man-handling mama
said, "Do you love me,
handsome?"

"he couldn't say NO"

And all the time his secret passion
was . . . a stony-hearted statue!

He didn't want to say yes,
but . . .

**"he couldn't
say NO"**

with
FRANK McHUGH
JANE WYMAN • CORA WITHERSPOON
Directed by Lew Seiler • A WARNER BROS. PICTURE



Mat 302—
306 lines
45c.

ADDITIONAL
ADS ON
PAGES FOUR
AND FIVE.

Screen Play by Robertson White, Joseph Schrank and Ben Grauman Kohn
Adapted from a Play by Joseph Schrank • Based on Short Story by Norman Matson

(Lead)

"He Couldn't Say No" New Comedy Coming to Strand

"He Couldn't Say No," the intriguing comedy about a man who falls in love with a statue is the next attraction scheduled for the Strand Theatre where it will open on Friday.

The statue is that of the young daughter of a Senator, whom Frank has long worshipped from afar, though he has never met her. It is put up at auction and Frank buys it with his last dollars, though he is only a poorly paid advertising clerk.

This goofy action amazes two other women—a young girl who works in the same office with him, and her mother, who is trying to marry the girl off to Frank. These two are, respectively, Jane Wyman and Cora Witherspoon. The Senator's daughter—who has posed for the semi-nude statue—is played by Diana Lewis, a newcomer to the movies. She is less than 5 feet tall; hence the statue, eight feet tall, was "larger than life."

But the purchase of the marble turns out to be no losing venture for the poor clerk. He has various good offers for it—from the Senator himself, who fears his political enemies will make capital out of it, and from certain gangsters, who want to use it to blackmail him with. Besides, Frank meets the lovely original of the work of art, who is the ideal of his dreams, and falls in love with her more deeply than ever.

The story tells how the insignificant little clerk prevails over the Senator, the gangsters, and the scheming mother and daughter, and triumphs nobly in the end. Told with a comedy twist, the story is said to be one of the most novel on the screen in many months. McHugh, who scored so notably in the top role of last year's comedy "Three Men On a Horse," is one of the screen's lead-

ing comedians and his portrayal of the timid clerk who turns cave-man is said to excel every thing he has done on the screen to date.

Lewis Seiler was the director and among the noted players in the cast apart from those named are Berton Churchill, Ferris Taylor, Tom Kennedy, Raymond Hutton, William Haade, Chester Clute and Rita Gould.

Novel Greeting

There's a street scene in "He Couldn't Say No," in which a radio sidewalk reporter steps up with his mike and asks various folks to say a few words. Every "impromptu" speech was thoroughly prepared—except one.

Joseph Schrank, one of the writers who prepared the script, had been worried because he has been too busy to go back to New York and visit his mother. Inspiration struck him suddenly. Replacing one of the extras, he stepped up to the mike and said "Hello, Ma, I'll be home soon."



Mat 204—50c

HE COULDN'T SAY NO—and it certainly lands Frank McHugh in a funny mess of trouble. He's meeker and milder than ever in his new starring picture, "He Couldn't Say No," coming to the Strand Theatre on Friday.

(Advance)

Frank McHugh's New Role A Composite of Many Men

There's a little of the Casper Milquetoast—the sensitive weakling—in all of us.

We love liberty and the more or less plentiful benefits of our democracy—but we meekly submit to the upbraiding of a traffic cop and think of sassy rejoinders after he is gone.

Most of us have been underdogs at one time or another and that's why our sympathies are with the underdog.

And that's why Frank McHugh of the movies is delighted with his current role in Warner Bros.' "He Couldn't Say No," a delightfully whimsical new comedy based on a national magazine story by Norman Matson. The picture comes to the Strand Theatre next week.

"Lambert T. Hunkins, the character I portray," says McHugh, "is a composite of many men—and women, too, for that matter. He is a meek little underpaid clerk, who has been slapped into a colorless existence by life.

"He is ideal fodder for the prospective mother-in-law and her scheming daughter who have their eyes on him. Then suddenly this idealist and dreamer, whose well-ordered life has never known anything but calm, yields to a sudden, mad impulse. And in yielding to this suppressed desire he finds the courage that transforms him from the underdog to the man of the hour.

"I am very fond of this droll, whimsical fellow, for he typifies the inhibitions and suppressed desires of all of us. And he should prove of inspiration to every Casper Milquetoast."

The scheming mother and daughter are Cora Witherspoon and Jane Wyman. Diana Lewis, a petite, entrancing screen newcomer, is the girl of Lambert's dreams.

Lewis Seiler, discoverer of Jane

Withers, directed "He Couldn't Say No," which was adapted to the screen by Joseph Schrank, Robertson White and Ben Grauman Kohn.

A statue for which she has posed becomes the object of Hunkins' devotion. Miss Lewis actually posed for the statue, and one of the reasons she was chosen for the part was because her figure is so "sculptable."

He keeps his precious statue in his tiny apartment and tends it as carefully as he would a baby, protecting it from the cold with blankets and giving it a daily bath. That's the kind of a guy Frank is!

STATUE HOLDS UP FILM PRODUCTION

Time and again a motion picture company has been forced to "shoot around" a player taking an enforced vacation through illness or injury, but recently for the first time on record, a company suspended production because of injury to a statue.

During a comedy scene between Frank McHugh, the star, and Tom Kennedy for Warner Bros.' "He Couldn't Say No," which opens next week at the Strand Theatre, an eight-foot statue of Diana Lewis was required to topple precariously on its pedestal.

Invisible wires were used to aid in the toppling and as a safety measure. Suddenly, while the cameras were turning, one of the wires snapped and the 150-pound statue crashed to the floor, shattering a table, lamp and other set props. Fortunately the actors were out of range.

Because the statue plays an important part in the story, production had to be suspended for the day, for the statue was broken beyond repair.

(Advance)

CLEVER PROPS HELP CAMERA TO TELL LIES

Dry ice to make steam, cellophane ice cubes, and thousands of dollars' worth of rare art treasures—the business of bringing realism to the movies is curious!

Filming of Warner Bros.' "He Couldn't Say No," coming to the Strand and featuring Frank McHugh, Jane Wyman and Diana Lewis, from a popular national magazine story, proved that a camera is inconsistent in telling the truth.

Cellophane cubes filmed realistically, did not clink in the glass and did not melt like real ice. For cooking scenes in the apartment of Jane Wyman and her mother, portrayed by Cora Witherspoon, boiling water and steam were produced by dry ice. The camera accepted these artifices without question.

On the other hand, genuine paintings, statuary and other objets d'art had to be used in auction room scenes to bring the realistic atmosphere demanded by the camera. These things were drawn from the \$1,000,000 store of properties maintained in the elaborate studio property department.

When Frank McHugh was the dinner guest of Jane Wyman and Cora Witherspoon in their apartment, a considerate property man carefully hid pieces of toast under the lamb chops and slices of apple among the potatoes so they wouldn't have to eat the heavier foods for repeated takes. The camera let them get away with that.

Diana Lewis' first job, however, in reporting for her role in the picture, was to pose for three eight-foot statues of herself.

"He Couldn't Say No" was filmed under the direction of Lewis Seiler from the Joseph Schrank and Robertson White adaptation of the story by Norman Matson.

(Advance)

Introducing Diana Lewis- A Model Young Starlet!

Hollywood's most unusual casting problem has been solved and a new star is in the making.

Diana Lewis is the girl, Warner Bros. is the studio and "He Couldn't Say No," featuring Frank McHugh, is the picture. It opens next Friday at the Strand Theatre.

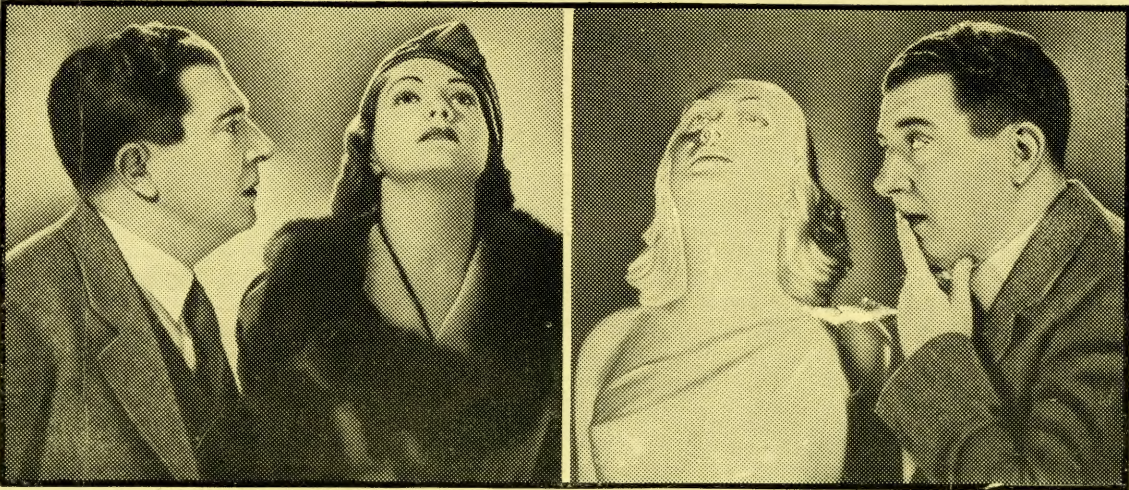
The casting problem was to find a leading lady for McHugh. Not only did the girl have to possess unusual acting talent—she had to be petite, with a beauty that would reproduce effectively in a statue.

The entire plot of "He Couldn't Say No" which is an adaptation of a national magazine story, centers around that statue and therefore it became the most important item in casting.

Girls there are aplenty in Hollywood who have earned their living posing for sculptors, but none possessed the supplementary attributes of talent and beauty the role required.

Diana Lewis has never in her life posed for a sculptor—but she had what the studio wanted and so she won the coveted role in the whimsical new film comedy. A role that, one may reasonably assume, may catapult her to stardom.

Diana is the daughter of Si Plunkett (J. C. Lewis, Sr.), who delighted theatregoers for more than 30 years with his repertory company. Now retired, he was on the stage for 50 years. Diana's mother was Hettie Lewis, ingenue in the Si Plunkett company, and she has two sisters, Maxine Lewis,



Mat 301—45c

"IS THIS MY DREAM GIRL OR AM I DREAMING?" Poor Frank McHugh is in a dither. He thought he was in love with a statue until he met the girl who posed for it—Diana Lewis—and that's when his troubles began because "He Couldn't Say No"—which happens to be the title of his newest picture, a Warner Bros. comedy coming Friday to the Strand.

From Famous Family

Diana Lewis, new Warner Bros. discovery in "He Couldn't Say No" is descended from Lewis of the Lewis and Clark expedition—and, if you remember your history, that was a good trek. It discovered the great Northwest. Diana will be seen at the Strand Theatre next Friday with Frank McHugh.

Well-Behaved Pet

Cora Witherspoon, featured in Warner Bros.' "He Couldn't Say No" at the Strand Theatre, always takes her wire-haired terrier, "Bide-a-Wee" to the studio with her. He has been trained never to bark on the set.

Had Hard Day

Tom Kennedy, playing a gangster in the Warner Bros. comedy "He Couldn't Say No," featuring Frank McHugh, spent all of one recent day attired in nothing but an old-fashioned flannel night shirt, and covered from head to foot with calimine make-up.

(Advance)

'Have Fun, Get Most Out Of Life', Says Jane Wyman

"Have fun if you want to be a success and get the most out of life.

"Regardless of misfortune, adversity and hard luck, always make sure you have more than enough fun to balance the score."

That is the creed of lovely Jane Wyman, who plays a featured role with Frank McHugh in "He Couldn't Say No," Warner Bros. picturization of the popular national magazine story. This opens, in film form, at the Strand Theatre next week.

"Have fun in everything you do," says Jane. "A person can't make a success of a job he dislikes. If a person doesn't enjoy his work he should exert every effort to get into work he does like.

"By that I don't mean that a person should seek a job that requires no effort, no hard work. Often when a person is having fun in his work he is putting more into it and is more weary at the end of the day than he would be in work he didn't like. But it is a healthy, joyous weariness that is thrown off easier than the fatigue brought by unpleasant work.

"The stern Pilgrim fathers believed little in laughter and pleas-

ures in life, but fortunately that belief is now as outmoded as many other beliefs of those early days. Even though a person is required to get along on a small income, he should provide in his budget for a judicious, balancing amount of entertainment."

Jane puts her theories to practice. Her acknowledged motive in life is to have just as much fun as she possibly can. She entertains frequently at small, informal dinner parties which are followed by an evening devoted to cards, usually bridge or poker, or other similarly relaxing diversions. And she gets fun out of her work. She will accept any type of role that she knows she will enjoy and into which she can put her heart and soul. But if she knows she won't have fun with a part she won't assume it under any consideration.

Jane is known affectionately as "Dynamite" at the studio because of her volatile, dynamic pep, enthusiasm and ability to have fun. She is a fount of energy and works hard at everything she undertakes.

Prior to entering pictures she worked as a secretary, manicurist, switchboard operator, hairdresser, model and radio singer.

(Advance)

COMEDIAN KNOWS ROPES OF MOVIELAND

It had been a long, tiring day. Scene after scene had been filmed in a temperature slightly hotter than a furnace, with the huge lights aiding the blistering rays of Old Sol in one of his heat waves.

The actors — Frank McHugh, Cora Witherspoon and Jane Wyman—Director Lewis Seiler, the crew and everybody connected with the filming of Warner Bros.' whimsical new comedy, "He Couldn't Say No" were tired, desperately tired and waiting for the quitting signal. But despite their fatigue, this final scene was the most realistic filmed all day.

The scene required Jane Wyman and Cora Witherspoon to drag Frank McHugh bodily from an auction room in an effort to keep him from yielding to an overwhelming desire to buy a statue. Desperately the girls struggled to drag Frank out and desperately he struggled to remain on the spot. The roarily funny scene was completed in one take.

"You sure put up a battle, Frank," said Miss Witherspoon. "Why didn't you give a little?"

"And have to do it over?" McHugh replied. He pointed to some chalk marks on the floor. "I knew if you dragged me over those marks we would be out of the camera and have to do it over again—but now we can go home."

"He Couldn't Say No"—including this particular scene—is coming soon to the Strand Theatre.

Up The Ladder

Lewis Seiler, director of Warner Bros.' "He Couldn't Say No," which is now being shown at the Strand Theatre was graduated from the City College of New York and was teaching school when he decided to enter the movie business. He started as a prop boy, became an assistant director and then a director when the director of a picture on which he was working became ill and Seiler had to complete the film.

Cora A Designer

Cora Witherspoon, currently playing a featured role in Warner Bros.' "He Couldn't Say No," now showing at the Strand Theatre, designs all of her own clothes. Unusually gifted as a designer, she plans soon to open a number of modiste shops as a sideline to her screen work.

He's Cane Collector

Frank McHugh, starred in Warner Bros.' "He Couldn't Say No," current attraction at the Strand Theatre, has a collection of more than 500 canes and walking sticks of every type and description and representative of almost every country in the world.

A Sad, Sad Story

This is the sad story of Frank McHugh, the movie star, and an apricot: About three years ago McHugh discovered a tiny tree growing in the yard of his Toluca Lake home. The gardener said it was an apricot tree and that he was going to chop it out. Frank indignantly ordered him to leave it alone.

For three years Frank tended that tree like a baby. Finally his efforts were rewarded with one tiny—but unmistakable—apricot. But before he could pluck it, a butcher bird swept down and stole it under his very eyes!



A MODERN DIANA

Sculptor Stephen Gaal uses Diana Lewis as a model for his statue, "Courage," which plays a role in the novel comedy "He Couldn't Say No," the picture in which Diana herself makes her film debut.

Mat 203—30c

(Opening Day)

COMEDY FARCE OPENS TODAY AT THE STRAND

"He Couldn't Say No," a rollicking farce-comedy dealing with a bashful young man who falls in love with a statue and then with the girl who posed for it, will be presented by Warner Bros. today at the Strand Theatre.

Frank McHugh plays the shy lad and a tiny little newcomer to the screen, Diana Lewis, is the original of the scantily-draped work of art.

Then, too, there is a designing mother, Cora Witherspoon, who wants to marry her daughter, Jane Wyman, to Frank. Also a Senator, Berton Churchill, who is indignant because his daughter has been an artist's model, and afraid lest his political enemies use the statue against him.

"He Couldn't Say No" is said to rank among the gayest of the gay in the comedy field of the season. It was directed by Lewis Seiler, and among other well-known players in the cast are Ferris Taylor, Raymond Hatton, Tom Kennedy, William Haade, Chester Clute, Cliff Clark and Rita Gould. It was adapted to the screen by Joseph Schrank and Robertson White, from a magazine story by Norman Matson.



Mat 102—15c

DIANA LEWIS — Petite starlet who is definitely on her way up to screen fame is featured with Frank McHugh in "He Couldn't Say No," now showing at the Strand Theatre.

Law As A Hobby!

Frank McHugh, comedy lead in Warner Bros.' "He Couldn't Say No," which is due at the Strand Theatre next week, is planning to take the California state bar examinations within the next few months. His hobby is reading law and if he is admitted to the bar he will assist extras and other minor screen players in their legal problems.

Novel Awakener

Jane Wyman, leading woman in Warner Bros.' "He Couldn't Say No," which is now showing at the Strand Theatre, has taught her pet parrot, which she bought from a sailor in Panama, to awaken her each morning. The parrot gently touches her forehead with its beak and repeats "Hit the deck!" until she awakens.

Bashful Boy!

Moments to remember: Frank McHugh blushing as he makes love to a scantily draped statue for scenes in Warner Bros.' "He Couldn't Say No," now showing at the Strand Theatre.

(Review)

"He Couldn't Say No" at the Strand Comedy Triumph for Frank McHugh

STORY SYNOPSIS (not for publication): When Lambert Hunkins (Frank McHugh), advertising clerk, gets a \$10 a week raise in salary, Violet Coney (Jane Wyman), who works in the same office, and her mother (Cora Witherspoon), decide it is time he marry Violet. It is an out-and-out case of railroading poor, meek little Lambert, who has an ideal. He is in love with Iris Mabby (Diana Lewis), daughter of Senator Mabby (Berton Churchill). Lambert never has met Iris, but whenever her picture appears in newspapers or magazines he clips it out and saves it. Gabby Mrs. Coney and Violet take Lambert to an auction room to buy furniture. Instead he spends all the money for the statue of a beautiful girl. He takes it home in a hearse. In the meantime Senator Mabby and Iris are hunting for the statue. Iris had posed for it and the senator is afraid his political enemies will secure the statue and make something of it. They come to Lambert's house but he refuses to sell. Iris encourages him to keep the statue. He has to defend it first from the irate Senator, and then from a mob of gangsters. It turns him from a mouse into a man and he gets his girl.

CAST OF CHARACTERS

Lambert Hunkins.....	Frank McHugh
Violet Coney.....	Jane Wyman
Mrs. Coney.....	Cora Witherspoon
Iris Mabby.....	Diana Lewis
Senator Mabby.....	Berton Churchill
Oxnard O. Parsons.....	Ferris Taylor
Slug.....	William Haade
Dimples.....	Tom Kennedy
Hymie.....	Raymond Hatton
The Man-On-The-Street.....	John Ridgely
Musgrave.....	Chester Clute
Auctioneer.....	Cliff Clark
Julia Becker.....	Rita Gould

Length: 5251 feet — Running Time: 57 minutes

story

The timidity and embarrassment which Frank McHugh, roly-poly comedian, displayed in "Three Men On a Horse" a few months ago, are his characteristics again in his latest Warner Bros. comedy, "He Couldn't Say No" which sent yesterday's audiences at the Strand Theatre into loud guffaws of laughter.

But the stories aren't anything alike, at all. Frank was then a greeting-card poet with an uncanny ability to pick winners in the horse races. This time he is an advertising clerk in a big manufacturing plant. But he's the same downtrodden worm who turns in the end and beats his oppressors.

There is probably no actor on the screen who does that sort of thing quite as well as Frank McHugh, and he's at his best in this movie.

He is secretly in love with the young daughter of a Senator—a new picture girl, by the way, called Diana Lewis. He has never met her, but has worshipped her pictures in newspapers and magazines. At the same time, plans are laid which might force him into marriage with a fellow worker in his office, Jane Wyman, by Jane's mother, played by Cora Witherspoon. This is because he has

just had a raise of salary.

Knowing he has saved \$113, these two take him to an auction-room to buy furniture. But to their amazement, he spends \$100 on a statue because it resembles Diana, the secret choice of his heart. As a matter of fact, Diana has posed for this scantily-clad sculpture.

Diana's father, the Senator, fears his political opponents will get hold of the statue and ruin him. A certain gangster-group realize this possibility and try to force Frank to demand a fortune for restoring the work of art to the Senator.

The little weakling clerk's struggles against these two elements, and his eventual triumph, carry along the howling comedy of "He Couldn't Say No," which was nicely directed by Lewis Seiler.

The new starlet, Diana Lewis, is a tiny bit of a girl, less than 5 feet tall, and not only pretty but a capable actress. Jane Wyman, always excellent, is splendid in a new type of role. So, too, is the famed ex-stage actress, Cora Witherspoon. Other notables in the cast include Berton Churchill, Ferris Taylor, William Haade, Tom Kennedy, Chester Clute and Raymond Hatton.

DYNAMIC AND DIMPLED

Jane Wyman, five feet two's worth of charm and loveliness, and an up-and-coming screen star, is currently playing a featured role in "He Couldn't Say No" with Frank McHugh at the Strand.

Mat 201—30c



(Current)

2 BROADWAY VETERANS IN NEW COMEDY

Frank McHugh, famed comedian who is now starring in "He Couldn't Say No" for Warner Bros. at the Strand Theatre, made his Broadway stage debut with James Gleason in "The Fall Guy."

During his footlight career he worked with Miriam Hopkins, Ernest Truex, William Boyd, Frank Morgan, Louis Calhern and many other top flight favorites.

His best role on Broadway was in "Excess Baggage" at the Ritz theatre in 1928 and he made his film debut the same year in a talking featurette, "If Men Played Cards as Women Do." He very definitely prefers screen work now.

Cora Witherspoon, who is playing an important role in "He Couldn't Say No," made her Broadway debut at the age of 18 with Leo Dietrichstein in "The Concert." Among her many Broadway plays are "Daddy Longlegs," with Ruth Chatterton; "The Awful Truth," with Ina Claire; "The Constant Wife," with Ethel Barrymore.

She entered pictures with Wheeler and Woolsey in "Peach o' Reno" and has been especially busy since then on the screen. While she is intensely interested in the screen she occasionally likes to make a soiree into Broadway.



Mat 101—15c

FRANK McHUGH — Comedy portrayer of the meek and mild has his funniest role to date in the new Warner Bros. farce, "He Couldn't Say No," now showing at the Strand Theatre.

Jane's 'Plane' Room

Jane Wyman, Warner Bros. featured player, is building a new playroom at her home to simulate the interior of the huge transport plane of the future.

Cleverly painted walls will give the illusion of traveling through space and furnishings and fittings of the room will be ultra-modern and what may be expected in the planes of tomorrow. Jane is now appearing as leading lady to Frank McHugh in "He Couldn't Say No," at the Strand Theatre.

She's A Gibson Girl

Cora Witherspoon, famed stage actress playing a featured role in Warner Bros.' "He Couldn't Say No," at the Strand Theatre, once posed professionally for Charles Dana Gibson and other artists.

Actress At Eight

Jane Wyman, featured in the Warner Bros. comedy "He Couldn't Say No," now at the Strand Theatre, started her stage career at the age of eight when she appeared in Little Theatre productions in St. Joseph, Mo.

SHE→
wants to marry
HIM↓

But he loves
←**IT**

"he couldn't say NO"

with
FRANK McHUGH
JANE WYMAN • CORA WITHERSPOON
Directed by Lew Seiler • A WARNER BROS. PICTURE

Screen Play by Robertson White, Joseph Schrank and Ben Grauman Kohn • Adapted from a Play by Joseph Schrank • Based on Short Story by Norman Matson

Mat 205—166 lines—30c

Some of His Best Friends Are People
... But His Best Girl's a Statue!

"he couldn't say NO"

with
FRANK McHUGH • JANE WYMAN • CORA WITHERSPOON
Directed by Lew Seiler • Screen Play by Robertson White, Joseph Schrank and Ben Grauman Kohn • Adapted from a Play by Joseph Schrank • Based on Short Story by Norman Matson
A WARNER BROS. PICTURE

Mat 209—68 lines—30c

HE DIDN'T WANNA SAY YES, BUT ...

"he couldn't say NO"

with
FRANK McHUGH
JANE WYMAN • CORA WITHERSPOON
Directed by Lew Seiler • Screen Play by Robertson White, Joseph Schrank and Ben Grauman Kohn • Adapted from a Play by Joseph Schrank • Based on Short Story by Norman Matson

Mat 208—64 lines—30c

SOME OF HIS BEST FRIENDS ARE PEOPLE!

But his best girl is this ever-loving statue!

"he couldn't say NO"

with
FRANK McHUGH
Jane Wyman
Cora Witherspoon
Directed by Lew Seiler
A WARNER BROS. PICTURE

Screen Play by Robertson White, Joseph Schrank and Ben Grauman Kohn
Adapted from a Play by Joseph Schrank
Based on Short Story by Norman Matson

Mat 105—72 lines—15c

He Kisses and Makes Up ... To a Statue!

She never smiled, she had a heart of stone ... but he loved her just the same!

"he couldn't say NO"

with **FRANK McHUGH**
JANE WYMAN
CORA WITHERSPOON
Directed by Lew Seiler
A WARNER BROS. PICTURE

Screen Play by Robertson White, Joseph Schrank and Ben Grauman Kohn • Adapted from a Play by Joseph Schrank • Based on Short Story by Norman Matson

Mat 207—120 lines—30c

HE DIDN'T WANNA SAY YES BUT

"he couldn't say NO"

with **FRANK McHUGH**
Jane Wyman
Cora Witherspoon

Directed by Lew Seiler
A WARNER BROS. PICTURE

Screen Play by Robertson White, Joseph Schrank and Ben Grauman Kohn
Adapted from a Play by Joseph Schrank
Based on Short Story by Norman Matson

Mat 103—58 lines—15c

He Learned About Women From ... A Statue!

The fun begins when he jilts his girl for this lady with a heart of stone!

"he couldn't say NO"

A WARNER BROS. PICTURE with
FRANK McHUGH
JANE WYMAN
CORA WITHERSPOON

Directed by Lew Seiler

Screen Play by Robertson White, Joseph Schrank and Ben Grauman Kohn • Adapted from a Play by Joseph Schrank • Based on Short Story by Norman Matson

Mat 206—140 lines—30c

She wants to marry HIM

but he loves IT

Boy, what a spot! He didn't want to say yes, but ...

"he couldn't say NO"

with **FRANK McHUGH**
JANE WYMAN
CORA WITHERSPOON

Directed by Lew Seiler
A WARNER BROS. PICTURE

Screen Play by Robertson White, Joseph Schrank and Ben Grauman Kohn • Adapted from a Play by Joseph Schrank • Based on Short Story by Norman Matson

Mat 104—83 lines—15c

HE KISSES AND MAKES UP TO A STATUE!

"he couldn't say NO"

with **FRANK McHUGH**
JANE WYMAN • CORA WITHERSPOON

Directed by Lew Seiler • Screen Play by Robertson White, Joseph Schrank and Ben Grauman Kohn • Adapted from a Play by Joseph Schrank • Based on Short Story by Norman Matson.
A WARNER BROS. PICTURE

Mat 107—49 lines—15c

He Learned about Girls from ... a Statue!

"he couldn't say NO"

with **FRANK McHUGH**
JANE WYMAN • CORA WITHERSPOON

Directed by Lew Seiler • Screen Play by Robertson White, Joseph Schrank and Ben Grauman Kohn • Adapted from a Play by Joseph Schrank • Based on Short Story by Norman Matson.
A WARNER BROS. PICTURE

Mat 108—37 lines—15c

He Loved and Learned ... Nothing!

"he couldn't say NO"

with **FRANK McHUGH**
JANE WYMAN • CORA WITHERSPOON

Directed by Lew Seiler • Screen Play by Robertson White, Joseph Schrank and Ben Grauman Kohn • Adapted from a Play by Joseph Schrank • Based on Short Story by Norman Matson.
A WARNER BROS. PICTURE

Mat 106—22 lines—15c

Official Billing

WARNER BROS. 40%
Pictures, Inc. present 5%

He Couldn't Say No

100%
with
FRANK McHUGH

85%
Jane Wyman Cora Witherspoon

75%
DIRECTED BY LEW SEILER 20%

Screen Play by Robertson White, Joseph Schrank and Ben Grauman Kohn 15%

Adapted from a Play by Joseph Schrank 10%
Based on Short Story by Norman Matson 10%

A WARNER BROS. PICTURE 20%

Play These Selected Vitaphone Shorts

PORKY PIG CARTOON—"Porky at the Crocadero"—Porky as band leader at the Crocadero Cafe in a takeoff on the famous orchestra leaders and Hollywood stars; everybody has a swell time.
(Looney Tunes—7 minutes—No. 3606)

MUSICAL REVUE—"Waiting Around"—Gay musical comedy with such headliners as Jimmy Shea, Gus Raymond, Frank Libuse, and the Stanley Twins.
(Broadway Brevities—20 minutes—No. 3027)

VARIETY ACTS—"Vitaphone Gambols"—A fast moving revue including routines by Elaine Dowling and the Tip-Top Girls, Masters and Rollins, Chez Chase, and the A.B.C. Trio.
(Vitaphone Varieties—10 minutes—No. 3907)

TECHNICOLOR CARTOON—"My Little Buckaroo"—Hilarious gag situations based on the hit tune of the same name.
(Merrie Melodies—7 minutes—No. 3407)

FLOYD GIBBONS—"Hit and Run"—Thrill-packed adventure told by the "Headline Hunter." Cast includes Giles Kellogg, Peggy O'Donnell, Robert Elliot, Robert Lynn.
(Your True Adventure—13 minutes—No. 3307)

COLOR-TOUR ADVENTURE—"What the World Makes"—Pineapple growing in Hawaii; the ancient arts and crafts of Ceylon; basket-making industry of Meknes, North Africa; unique tasks performed by the elephants of Ceylon.
(Color-Tour Adventure—10 minutes—No. 3502)

FUNNIEST PROPOSALS

Some married people can relate funny incidents on how they got married. Arrange a contest with local paper for readers to submit their idea of the funniest proposals. Call it "He Couldn't Say No Contest." Prizes to winners promoted from co-operating merchants. Prize-winners can spiel answers over P. A. system. Have papers and photogs cover event for breaks.

USE POSTERS FOR CUTOUTS

Posters on this show offer swell cut-out possibilities. The six-sheet provides large heads of Frank McHugh, Jane Wyman, and Diana Lewis. Lettering is not connected to the illustration giving you the title for cutout which can be wired for flashers.

GAL POSES FOR SCULPTOR

For a lobby attention-getter try this: Gal in bathing suit poses for sculptor. All done in full view of patrons. He times completion of statue to coincide with opening of picture. Scene stills from picture and selling copy spotted nearby: "It's a laugh riot — when Frank McHugh falls madly in love with a statue in 'He Couldn't Say No.'"

MAN AND DUMMY STREET BALLY

Man tours streets with dummy figure under his arms and this copy: "She Had A Heart of Stone — But He Loved Her Just The Same — Frank McHugh in 'He Couldn't Say No!' Now at The Strand Theatre."

MAN LOADED WITH PACKAGES

To attract attention of street crowds — have a man carrying packages heaped sky-high in both arms, struggling down street. Sign on back carries title—"He Couldn't Say No!" Now playing at the Strand Theatre."

Find Double for Statue

In the picture, Frank McHugh falls madly in love with an eight-foot statue. Subsequently he finds the girl (Diana Lewis) who posed for it. This sets the stage for local search to find girl who bears the greatest resemblance to a statue which you spot in lobby. Here are four easy-to-work items:

(1) From local art school or museum borrow a full-figure statue of pretty girl; set up on pedestal in lobby; next to statue place platform for contestants to stand on for comparison. Signs explain.

(2) Announce search through publicity and ads, heralds, tack cards and trailer on screen. Use photo of statue in as many places as possible.

(3) Promote prizes from local merchants (beauty treatment, bathing suit, dress, etc.); include store credits along with lobby displays of merchandise; promote dealers coop-ad.

(4) Conduct preliminary eliminations in theatre every evening, in advance of opening—finals on opening night. Art school officials act as judges.

UNVEILING IN LOBBY

Local sculptor may be willing to loan a recently completed clay statue for unveiling in your theatre lobby. Handle entire affair as if it were a civic event. Display plenty of scene stills and poster cut-outs. Gals pass out heralds to onlookers. Copy: "He Learned About Women From . . . a Statue. Frank McHugh in 'He Couldn't Say No' —at the Strand Friday."

BRIDEGROOM STREET STUNT

Open car decorated with old shoes, tin cans and other customary marital equipment tours town. In back seat is a small meek fellow with a hefty dame as his bride. Large banner on sides of car explain — "'He Couldn't Say No' — Strand now!"

SOAP CARVING CONTEST

Soap carving as a hobby boasts many fans. Statue of Diana Lewis plays an important part in film. So why not a soap carving contest with amateur sculptors using picture of Diana Lewis as model? Order still — DL-Pub. B and DL-Pub. G from Campaign Plan Editor—10c each. Stills show attractive Diana Lewis posing for a sculptor.

Stills for Local Tieups

PIPE _____	FM-111	} Featured by FRANK McHUGH
LUGGAGE _____	FM- 64	
ROBE _____	FM- 61	
WALKING STICK _____	FM-179	

HAT _____	JW-163	} Featured by JANE WYMAN
STOCKINGS _____	JW-161	
HANDBAG _____	JW-126	
LUGGAGE _____	JW-124	

Order these specially prepared stills from Campaign Plan Editor. Complete set of eight —70c; or individually at 10c.

LOST, STRAYED: MISS COURAGE

Teaser ad spotted in classified columns: LOST: Beautiful 8 - ft. statue answering to the name "Courage." Anyone having information regarding whereabouts kindly communicate with Frank McHugh, star of "He Couldn't Say No" at the Strand Theatre on Friday.

AN IRATE MA-IN-LAW

Have your artist sketch a caricature of a hefty mama leading her daughter and a meek little swain to the altar. Copy: "He Couldn't Say No!" Strand Theatre — NOW.

NON-RENTAL ITEMS

6" x 9" HERALD

5M and over.....\$1.75 per M
Less than 5M.....\$2.00 per M



REGULAR WINDOW CARD

1 to 49.....7c each
50 to 99.....6c each
100 and over.....5 1/2c each



SLIDE.....15c each



MIDGET WINDOW CARD

4c each



11 x 14

COLOR - GLOS
AUTOGRAPHED
STAR PORTRAIT



PRICES:

1 to 9.....35c each
10 to 24.....30c each
25 and over.....20c each

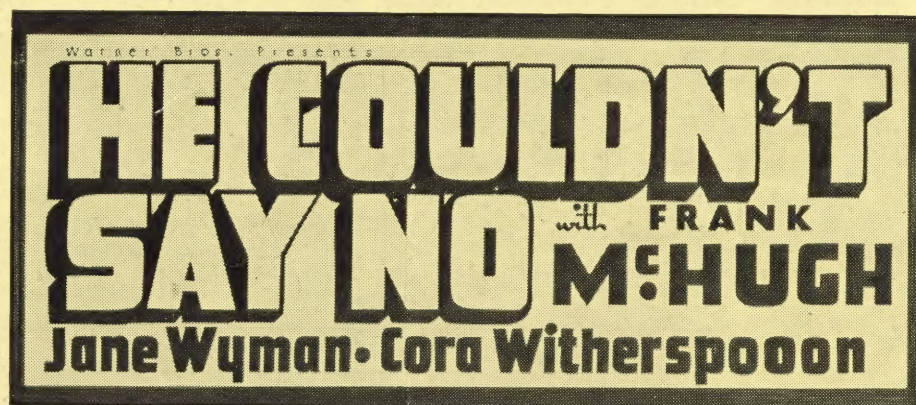
LOBBY DISPLAY

Take advantage of our wide range of display accessories.

Drop us a postcard today. Let us tell you how your theatre can have these displays at a reasonable weekly rental fee.

Write directly to:

AMERICAN DISPLAY COMPANY, Inc.
525 WEST 43rd STREET NEW YORK CITY



24" x 60"
(also available in size 24" x 82")

RENT THESE ACCESSORIES

SPECIAL QUANTITY PRICES

(For Posting or Sniping)

ONE-SHEETS

50 to 99..... 11c each
100 & over..... 9c each

THREE-SHEETS

50 to 99..... 32c each
100 & over..... 28c each

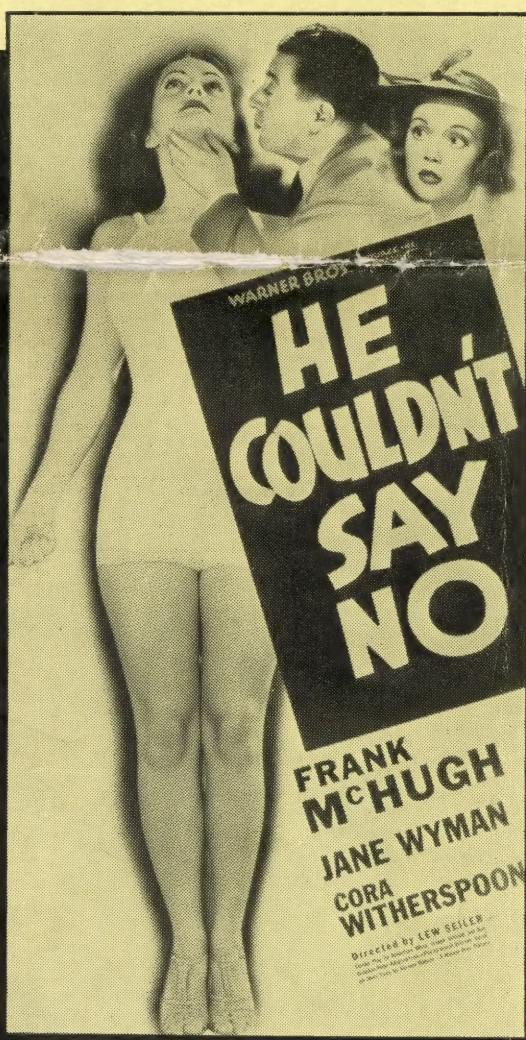
SIX-SHEETS

25 to 49..... 80c each
50 to 99..... 70c each
100 & over..... 60c each



SIX-SHEET..... Rental 48c each

THREE-SHEET..... Rental 24c each



INSERT CARD

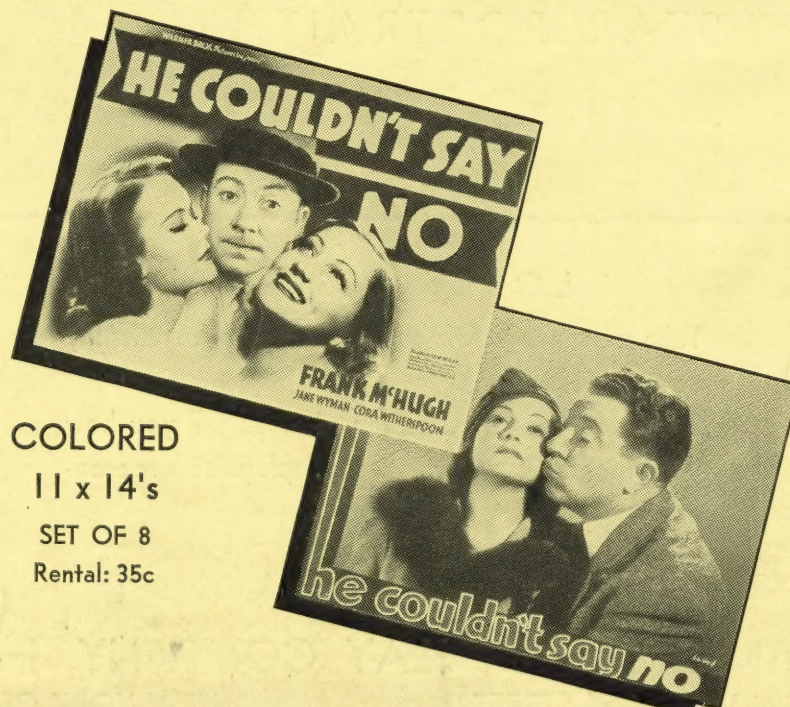
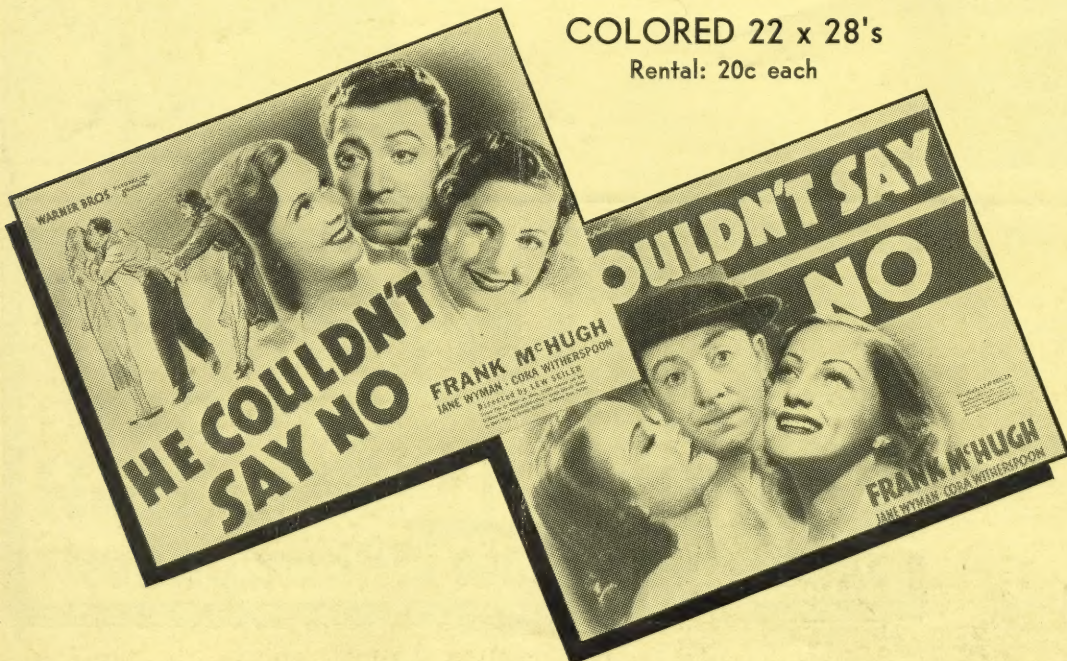
Rental..... 12c each



ONE-SHEET..... Rental 8c each



COLORED 22 x 28's
Rental: 20c each



COLORED
11 x 14's
SET OF 8
Rental: 35c

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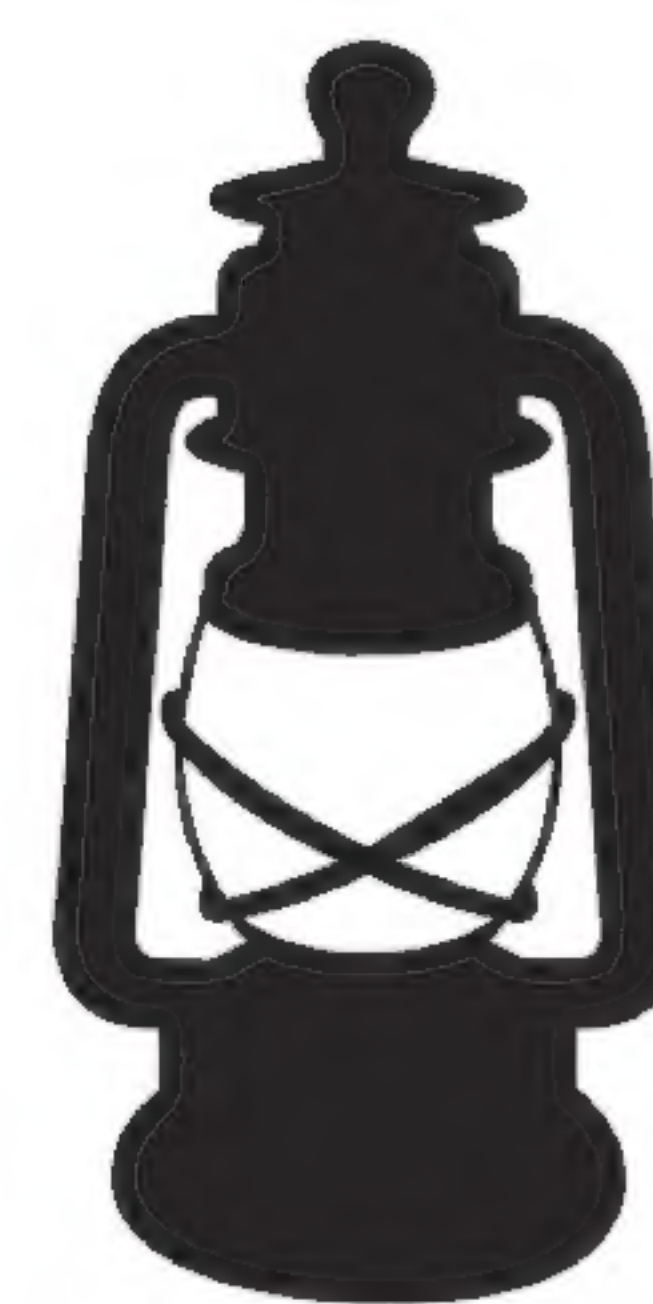


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<http://wcftr.commarts.wisc.edu>

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